

**AGENDA ITEM III A 2**

**PROPOSED ACADEMIC PROGRAM**

**SOUTHERN UNIVERSITY-NEW ORLEANS**

**B.S. IN BUSINESS ENTREPRENEURSHIP**

## **AGENDA ITEM III A 2**

### **PROPOSED ACADEMIC PROGRAM**

#### **SOUTHERN UNIVERSITY-NEW ORLEANS**

#### **B. S. IN BUSINESS ENTREPRENEURSHIP**

##### **STAFF SUMMARY**

##### **1. Vision/Objectives**

The proposal provides the following program vision:

*Our vision is to create a unique, dynamic, and vibrant entrepreneurship program that will significantly contribute to the economic and social development of the post-Katrina New Orleans area by providing ethically sensitive, cutting-edge training for entrepreneurs to take advantage of business opportunities in areas where New Orleans has a comparative advantage. We envision integrating the activities of the program with the operations of the SUNO Small Business Development Center (SBDC) in such a way as to have a powerful impact on clients of the SBDC and, therefore, business development in the New Orleans area.*

*It has been well established that one of the most important engines of economic development is small business development; most new jobs are generated in the small business sector. Because of Hurricanes Katrina and Rita, many businesses in New Orleans have been shutdown, some never to be reopened. Before Hurricanes Katrina and Rita, economic development in New Orleans lagged behind other major metropolitan areas of the region. This was due in part to an inadequacy of sustainable startup businesses that could grow and begin to make meaningful contributions to the growth of the area. The new Bachelor of Science degree program in Entrepreneurship is specifically aimed at filling some of these gaps by providing cutting edge training in business management and entrepreneurship. Business formation and growth will be enhanced in several ways. We expect many of our graduates to startup businesses that are viable and sustainable. The management training that the students receive will greatly increase the probability of their businesses surviving. Through the College's SBDC, faculty and students of the program will become resources for assisting small businesses with a myriad of problems. Lastly some graduate will make contributions to business development by becoming entrepreneurs within established firms.*

Program objectives are delineated as follows:

*The Bachelor of Science (BS) in Business Entrepreneurship will address the issues of business formation and economic growth in the New Orleans area and will provide students with the skills required for successfully starting up and operating a viable business in the New Orleans area. By combining a broad liberal arts training with*

*discipline-specific coursework, the Business Entrepreneurship program gives the student many of the skills necessary for successfully starting up and operating a business, including critical thinking, effective speaking and writing, preparation of budgets and financial statements, preparation of business plans, obtaining financing for business ventures, managerial expertise, research and analytical capabilities. The overall goal of the program is to contribute to the recovery from Hurricane Katrina and economic development of the New Orleans area. Therefore, in order to accomplish this goal, the following objectives have been established:*

*Students who are literate in the use of computers, mathematics, and language*

- 
- *Students who are ethically sensitive and aware*
- *Prepare students to organize, manage, and operate their own business by providing them with management and organizational skills, training in business plan preparation, and knowledge of how to obtain financing for new businesses.*
- *Expose students to problems and challenges encountered in operating an actual business. This objective will be achieved through internships and hands-on projects.*
- *Prepare students to operate as entrepreneurs within existing corporations.*
- *Contribute to the development of those sectors of the New Orleans economy where New Orleans has a comparative advantage.*

## 2. Curriculum

The program will require the completion of 120 semester hours for graduation, divided into associated subject areas as follows:

<b>General Education</b>	<b>54 hours</b>
College Survival Skills	1
English Composition	6
Mathematics	6
Natural Science	11
Humanities	9
Fine Arts	3
Social/Behavioral Science	6
Computer Literacy	3
Non-business Electives	9
<b>Business Core</b>	<b>33 hours</b>
ACCT 211 222 Accounting Principles	6
BADM 240 Legal Environ. of Business	3
BADM 301 Principles of Finance	3
BADM 362 Principles of Management	3
BADM 366 Production Management	3
BADM 370 Principles of Marketing	3
CMIS 250 Fund. of Mgmt. Info. Systems*	3
ECON 222 Economic Principles II (Macro)	3
ECON 295 Economic and Business Stat.	3
BADM 490 Business Policy	3

<b>Courses in the Major</b>	<b>33 hours</b>	
ENTR 240 Fundamental of Entrepreneurship*	3	New
ENTR 310 Marketing for Entrepreneurs*	3	New
ENTR 330 Financing Entrepreneurial Ventures*	3	New
ENTR 390 Entrepreneurship Project I*	3	New
ENTR 400 Managing a Growing Business*	3	New
ENTR 410 New Venture Capital Creation*	3	New
ENTR 440 Managing the Family Business*	3	New
MIS 360 Enterprise Mgmt. Info. Systems*	3	New
MIS 480 E-Commerce*	3	New
ENTR 490 Entrepreneurship Project II*	3	New
Business Elective	3	
<b>Total</b>	<b>120 hours</b>	

The year-by-year suggested sequence of courses is as follows:

#### FRESHMAN YEAR

JRDV 111 College Survival Skills	1	ENGL 112 English Composition II	3
JRDV 11A Freshman Assembly	0	MATH 232 Finite Math	3
ENGL 111 English Composition I	3	SPCH 210 Fundamentals of Speech	3
MATH 151 College Algebra	3	Fine Arts Elective	3
BIOL 105 + 105 Lab	4	BIOL 106 Intro to Biology II	3
CMIS 164 Intro to Data Process.	3		
<b>Total</b>	<b>14</b>	<b>Total</b>	<b>15</b>

#### SOPHOMORE YEAR

<b>CHEM or PHYS 101 + Lab</b>	4	HIST 210 or 220 U. S. History	3
ECON 295 Econ/Bus Stat	3	PSYC 210 General Psychology	3
ACCT 211 Accounting Principles I	3	ACCT 222 Accounting Principles II	3
ECON 211 Economic Principles I	3	ECON 222 Economic Principles II	3
ENGL 260 Prof. Tech. Writing	3	*ENTR 240 Fundamentals .of Entrepreneurship	3
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>15</b>

#### JUNIOR YEAR

BADM 370 Principles of Marketing	3	BADM 366 Production Mgmt.	3
BADM 362 Principles of Mgmt.	3	*ENTR 330 Financing Entre. Vents.	3
BADM 301 Principles of Finance	3	*ENTR 310 Mktg. for Entrepreneurs	3
ENTR 390 Entrepreneurship Proj. I	3	BADM 240 Legal Environ. of Bus.	3
Fine Arts Elective	3	*CMIS 250 Fundamentals of MIS	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

## SENIOR YEAR

*MIS 360 Enterprise Mgmt Info Sys	3	BADM 490 Business Policy	3
*ENTR 400 Managing Growing Bus	3	*ENTR 440 Managing Family Bus	3
*ENTR 410 New Vent Cap. Creation	3	*MIS 480 E-Commerce	3
ENTR 490 Entrepreneurship Proj. II	3	Humanities Elective	3
Humanities Elective	3	Non-business Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

### \* New Courses

The University observes the following regarding program length:

*The total required hours of 120 is in line with the number of required hours in business programs at other Louisiana public universities. The University of Louisiana Monroe requires 120 in its Entrepreneurship major. Secondly the Southern University Board of Supervisors has directed all campus to aim at 120 semester hour credit requirement for baccalaureate degree programs.*

With specific regard to meeting curricular accreditation requirements of the American Assembly of Collegiate Schools of Business (AACSB), the University observed:

*AACSB International Assurance of Learning Standards require learning experiences in two broad areas: (1) general knowledge and (2) management-specific knowledge:*

#### 1. General knowledge and skill areas:

<i>Communication Abilities</i>	<i>ENGL111, 112, and 260</i>
<i>Ethical Understanding/Reasoning</i>	<i>BADM 240</i>
<i>Analytic Skills</i>	<i>Across Curriculum</i>
<i>Use of Information Technology</i>	<i>CMIS 164</i>
<i>Multicultural and Diversity Understanding</i>	<i>Across Curriculum</i>
<i>Reflective Thinking Skills</i>	<i>Across Curriculum</i>

#### 2. Management-specific knowledge and skills

<i>Ethical and legal responsibilities in organizations and society</i>	<i>BADM 240 and Across Curriculum</i>
<i>Financial theories, analysis, reporting, and markets</i>	<i>BADM 301, ENTR 330</i>
<i>Creation of value through the integrated production and distribution of goods, services, and information.</i>	<i>BADM 366, ENTR 240</i>
<i>Group and individual dynamics in organizations.</i>	<i>PSYC 210, BADM 362</i>
<i>Statistical data analysis and management science as they support decision-making processes throughout an organization</i>	<i>ECON 295, BADM 366</i>

*Information technologies as they influence the structure and processes of organizations and economies, and as they influence the roles and techniques of management.* CMIS 240, MIS 360

*Domestic and global economic environments of organizations* Across Curriculum

*Other management-specific knowledge and Courses in major abilities as identified by the school*

*In general, the general education component of the curriculum addresses the learning experiences in general knowledge and skill areas while the Business Core and Courses in the Major address the learning experiences in management-specific knowledge and skills.*

### **3. Students**

The proposal states the following regarding projected enrollments/graduates:

*Before Katrina, more than 300 students were enrolled in the Accounting and general Business Administration programs when total enrollment at the university was approximately 3,700. Enrollment is at 2,050 during the present semester, spring of 2006. Thus the post-Katrina enrollment is about 55% of the pre-Katrina enrollment. Using the base number of 300 as the number of majors in Accounting and Business Administration pre-Katrina, fifty-five per cent of the 300 gives an estimated enrollment in Business Administration and Accounting of 150. We assume that in 2006-2007 one-half that number or 75 will choose the Entrepreneurship major. Making the further assumptions that in the second and third years of the program enrollment will grow by 40% and by 20% in subsequent years through the 2012-2014 academic-year, we get the projected headcount shown in column 2 of the table below. The number after the slash is the estimated full-time equivalent enrollment arrived at by taking two-thirds of the headcount enrollment. The increase is attributable to two factors: (1) increase in enrollment associated with recovery from the aftermath of Katrina, and (2) promotion of the program.*

*The new major in Business Entrepreneurship will build upon the current program in several ways. Since the business major is a very popular major at SUNO and since we will no longer offer the general business major and the accounting major, we believe that many of the students who would have chosen general business administration or accounting will opt for the business administration major with a specialization in entrepreneurship.*

*It will be necessary and advisable to intensify recruitment efforts aimed at attracting first-time freshmen from the high schools as well as transfer students from community colleges. Potential enrollees will have to be educated about what entrepreneurship entails. Additionally there is probably another segment of the population of individuals that we had not previously attracted, namely, individuals who are interested in starting and operating their own business. This segment may also be interested in a certificate or minor in entrepreneurship.*

*Since some transfer students and some currently enrolled SUNO students who opt for the program will have satisfied the general education requirements and some or all of the business core courses by the 2006-2007 academic, we anticipate having a few (5) graduates as early the spring of 2009. After 2009 we calculate the number of graduate as 20% of the headcount enrollment. The 67 graduates projected for 2013-2014 academic year is still below the historical number of Accounting and Business Administration graduates.*

<i>Year</i>	<i>Headcount/FTE</i>	<i>Growth Rate</i>	<i>Number of Graduates</i>
<b>2006-2007</b>	83/56	0	0
<b>2007-2008</b>	96/64	40%	0
<b>2008-2009</b>	134/90	40%	5
<b>2009-2010</b>	161/108	20%	32
<b>2010-2011</b>	193/129	20%	38
<b>2011-2012</b>	232/155	20%	46
<b>2012-2013</b>	278/186	20%	57
<b>2013-2014</b>	333/223	20%	67

The proposal indicates the following regarding student preparation and admission requirements:

*Students will be required to satisfy the College of Business entrance requirements before they can enter the program. The current requirements for entering the College of Business are laid out in the University Catalog. The essential requirements are that the student (1) has completed the freshman math, freshman English, and computer literacy courses with a grade of C or better and (2) must have a cumulative GPA of 2.0 or better. At a minimum, majors will have to have completed the principles of accounting and principles of economics before taking any major courses in Entrepreneurship. Some senior level courses will have more requisites.*

#### **4. Faculty**

The proposal indicates the following regarding current faculty resources:

*The present staff consisting of the Dean, the Chairperson, the Director of the SBDC, and two full-time faculty members will be part of the faculty in year one. The Dean, Chairperson, and the SBDC Director teach less than a full-time load (one, two, and two classes respectively). To the extent that additional funds are available, it would be highly desirable to have funds available in order to assign the Chairperson on a full-time (or  $\frac{3}{4}$  time plus general departmental administration) basis to the BS-ENTR program for*

*the academic year preceding the start of BS-ENTR classes in Fall, 2006. This time would be used for recruiting and curriculum development purposes.*

<b>Name</b>	<b>Thomas Dalton</b>	<b>Jon Johnson</b>	<b>Frank Martin</b>	<b>Igwe Udeh</b>	<b>Susan Zee</b>
<b>Date of Appt</b>	8/01/1988	8/27/1977	8/27/1984	8/15/2005	8/15/1993
<b>Rank</b>	Professor	Asst. Prof	Professor	Professor	Professor
<b>Degree/Field</b>	PhD/Econ.	MBA/Mktg	PhD/Econ.	PhD /Pol. & Adm.	DBA/Quant Methods
<b>Degree Granting Institution</b>	University of Florida	Loyola University of LA.	Tulane University	St. Louis University	Louisiana State University
<b>Present Credit Hours</b>	15	12	9	6	15
<b>Contact Hours</b>	9/week; 2 online classes	12/week	9/week	6/week	9/week; 2 online courses
<b>Student Credit Hours Produced</b>	327	225	171	93	477
<b>Other Assignments</b>	College and University Comms.	Director of SBDC	Acting Chair of Bus. Admin. & Coord. of Accreditation	Dean of the College of Business	College and University Comms.

With specific regard to anticipated faculty needs, the proposal states:

*Since Entrepreneurship has not been established as a discipline long enough to have produced many individuals with doctorates in the area, we will recruit people with a DBA or Ph. D. in a business area and with some training or courses in Entrepreneurship. Furthermore, given the fact that we are on the fast track for accreditation (must be achieved by 2011, the proposed full-time load of faculty is 9 credit hours per semester (6 for department heads and 3 for the dean). This amounts to release time of 3 credit hours per semester so that faculty members may produce the intellectual contributions that are essential to achieving AACSB accreditation, retool for the new discipline, and develop all the components of the new program. The recruited faculty will teach entrepreneurship courses and other courses form the Business Core, such as marketing and management.*



*Assistant Professor, DBA, Management*

*Courses to teach:*

*Semester 1*

*BADM 362 Principles of Mgmt*

*ENTR 240 Fund Entrepreneurship*

*ENTR 400 Managing a Growing Business*

*Semester 2*

*BADM 362 Principles of Mgmt*

*ENTR 240 Fund Entrepreneurship*

*ENTR 440 Managing Family Bus*

*Assistant Professor, DBA, Marketing/Finance*

*Courses to teach:*

*Semester 1*

*BADM 370*

*ENTR 310*

*ENTR 410*

*Semester 2*

*BADM 370*

*ENTR 410*

*ENTR 490*

*Assistant Professor, DBA, Management/MIS*

*Courses to teach:*

*Semester 1*

*BADM 240*

*ENTR 390*

*MIS 360*

*Semester 2*

*BADM 240*

*ENTR 490*

*Business Elective*

*Since faculty who are academically qualified by AACSB International standards are very high cost, the cost of recruiting and retaining such faculty members is considerably above the average for the university. And since we are looking at a relatively new discipline, the scarcity is even greater than for business disciplines in general. We can expect to have to pay somewhere in the range of \$70,000 to \$90,000 for 9 months, a conservative estimate.*

## **5. Library and Other Special Resources**

The proposal provides the following regarding library and other special resources needs:

*Library holdings of hard copies of books and periodical are inadequate; only 34 titles dealing with entrepreneurship have been identified. Furthermore it has not been determined that any of the materials in the SUNO library on the South Campus are usable. If the materials re judged to be contaminated, all may be lost. However, the SUNO Library is currently a member of the Louisiana Library Network, a consortium of 28 colleges and universities in Louisiana with an agreement to share available library resources. As part of the American Library Association Adopt-A-Library Katrina Relief Program, the University of Missouri-Columbia is one of several libraries that have adopted the SUNO Library. These libraries have created a gateway to free online resources referenced in their library's online catalog. More than 56,621 titles can be accessed, including documents, sound recordings, maps, and more. More specifically, Xavier Library is offering SUNO undergraduate and graduate students access to its library collection. Books may be checked out with a SUNO ID and fee receipt. UNO Library holdings are accessible through the LOUIS system. SUNO graduate students have full use of the library through a courtesy CALL (Council on Louisiana Library Liaison) card issued by the SUNO Library. Most libraries, including Loyola and Tulane,*

*honor the CALL card; however, the UNO Library does not extend checkout privileges to undergraduate students.*

*Nevertheless access to these sources, current library resources will eventually need to be replaced and updated. There is also a need to expand and improve library holdings in order to meet the needs of the program. Initial library monies would be used to expand the scope of the Entrepreneurship publications to include the full spectrum of general publications and to add the publication output and membership in specific Public Administration-related special interest groups. Additional journals would be added as per the advice of the teaching faculty and course/research needs. Part of the library expenditures would be devoted to CD-ROM resources in both the SUNO Library and as part of the Business Administration departmental network. Some of the literature/developments in the Business Entrepreneurship area are already available in CD-ROM form. These resources would be available at student workstations, in every faculty office and research area, and remotely via dial-in access. Full texts of the articles referenced on the CD-ROM are often available immediately via network links and/or in a day or two in hard copy directly through SUNO or through another node of the New Orleans Council for Academic Library Liaison. Student will have Internet access for resource utilization, as well as for other needs, and general communication.*

## **6. Facilities and Equipment**

The proposal observes the following regarding program facilities:

*Due to the destruction caused by Hurricane Katrina, the university is housed in temporary facilities on its North Campus. While fulfilling a need in the interim, these facilities are certainly not adequate on a permanent basis. At present, the temporary facility is all we have. Research facilities are limited and additional resources will be needed to accommodate new undergraduate enrollment and faculty research needs. Projected equipment and research monies will be used primarily to provide: student computer access, via a undergraduate lab with multiple workstations of varying complexities; faculty access by equipping faculty offices; computer equipped classrooms; and research areas and portable support for both student and faculty use. Some monies will be used to equip each of the ENTR faculty offices with state-of-the-art computer equipment. Each office will be linked to the College of Business network, the campus, the SUNO mainframe, and the Internet. Several classrooms will be equipped with interactive overhead computer displays.*

## **7. Administration**

The program will be administered through a new Department of Management Information Sciences within the College of Business, replacing the Department of Computer Information Sciences.

## **8. Support Staff**

The proposal opines the need for support staff, as follows:

*Before Katrina, the Department had both a secretary and a computer lab supervisor. Both of these positions are essential as we implement this and other new/redesigned programs.*

## **9. Accreditation**

The proposal noted the following regarding program accreditation:

*Since Business Entrepreneurship is a business program, it is eligible for accreditation by AACSB International. Furthermore, the Louisiana Board of Regents has mandated that all business programs have to be accredited by AACSB International. Therefore, we will seek to achieve AACSB International accreditation by 2011. The College of Business was in the Pre-Candidacy Accreditation stage before Katrina and before the restructuring of the College of Business. None of the programs (Accounting, Business Administration, and Computer Information Systems) remain. Because our programs and mission have changed, we will have to resubmit the Accreditation Eligibility Application.*

*To achieve accreditation by AACSB International, the College of Business will resubmit an Accreditation Eligibility Application with Business Entrepreneurship included as one of the programs to be reviewed. Once our application has been accepted, a mentor will be assigned (When we started the present process, Dean Otis Thomas of Morgan State University was assigned as our mentor; however, it is not clear that he would continue to be our mentor given our drastically changed circumstances.). Next we will submit an accreditation plan. When the plan is accepted, we will be in candidacy and would be reviewed for accreditation several years down the road.*

*Before Katrina, we were in year 2 of the AACSB accreditation process and preparing an Accreditation Plan; our mentor was (and still is) Dr. Otis Thomas of Morgan State University. Since all the programs to be reviewed are new, we essentially will have to start all over again by submitting a new Eligibility Application. And we cannot do that until we have approved programs. Thus the summer of 2006 is the earliest we could submit the application; more realistically, the fall of 2006. In order to achieve accreditation in 5 years (by 2006) we will have to be reviewed the third year after submitting our Accreditation plan. This would give us about one year to implement the elements of the accreditation plan.*

*We would point out also that since all of our programs are new, we will have very little in the way of a track record of accomplishments of our graduates, an important requirement of AACSB International*

## **10. External Review**

In its action of January, 2006, authorizing program changes at SUNO, the Board of Regents required the use of external consultants from Business schools accredited by the American Association of Collegiate Schools of Business, prior to proposal submittal. To wit, the University notes:

*Two outside consultants have reviewed the proposal: Dr. Don-Terry Veal (Director of the Center for Governmental Services and Editor-in-Chief, Entrepreneurship Policy Journal, Auburn University) and Dr. Paul Dunn (Distinguished Professor Entrepreneurship and Small Business, University of Louisiana-Monroe).*

*Dr. Veal endorsed the program as an initiative that will add to the growth and development of the city of New Orleans. He further made suggestions for enhancing the program in the future, namely, developing an incubator, business proposal competition, and additional specialized courses.*

*Dr. Dunn's suggested changes in course content for two courses were incorporated into the proposal.*

## 11. Costs

The proposal provides the following summary of additional cost and budget justification:

	<i>FIRST YEAR AMOUNT</i>	<i>FTE</i>	<i>SECOND YEAR AMOUNT</i>	<i>FTE</i>	<i>THIRD YEAR AMOUNT</i>	<i>FTE</i>	<i>FOURTH YEAR AMOUNT</i>	<i>FTE</i>
<i>Faculty</i>	\$113,200	1	\$211,470	2	\$299,219	3	\$315,180	3
<i>Graduate Assistants</i>	0	0	0	0	0	0	0	0
<i>Support Personnel</i>	\$59,792	2	\$62,782	2	\$65,921	2	\$69,217	2
<i>Fellowships &amp; Scholarships</i>	0	0	0	0	0	0	0	0
<i>SUB-TOTAL</i>	<i>\$172,992</i>	<i>3</i>	<i>\$274,252</i>	<i>4</i>	<i>\$365,140</i>	<i>5</i>	<i>\$384,397</i>	<i>5</i>
	<i>AMOUNT</i>		<i>AMOUNT</i>		<i>AMOUNT</i>		<i>AMOUNT</i>	
<i>Facilities</i>	\$100,000		\$50,000		\$50,000		\$50,000	
<i>Equipment</i>	\$103,00		\$50,000		\$50,000		\$75,000	
<i>Travel</i>	\$3,000		\$6,300		\$9,923		\$10,419	
<i>Supplies</i>	\$22,500		\$23,625		\$24,806		\$26,046	
<i>Library Resources</i>	\$22,500		\$23,625		\$24,806		\$26,046	
<i>SUB-TOTAL</i>	<i>\$148,103</i>		<i>\$153,550</i>		<i>\$159,535</i>		<i>\$187,511</i>	
<i>GRAND TOTAL</i>	<i>\$321,095</i>		<i>\$427,802</i>		<i>\$524,675</i>		<i>\$571,908</i>	

<i>Amount &amp; Percentage of Total Anticipated From:</i>	<i>AMOUNT</i>	<i>%</i>	<i>AMOUNT</i>	<i>%</i>	<i>AMOUNT</i>	<i>%</i>	<i>AMOUNT</i>	<i>%</i>
<i>State Appropriations</i>	\$321,095	100	\$427,802	100	\$524,675	100	\$571,908	100
<i>Federal Grants/Contracts</i>	0	0	0	0	0	0	0	0
<i>State Grants/Contracts</i>	0	0	0	0	0	0	0	0
<i>Private Grants/Contracts</i>	0	0	0	0	0	0	0	0
<i>Other (specify)</i>	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>\$321,095</b>	<b>100</b>	<b>\$427,802</b>	<b>100</b>	<b>\$524,675</b>	<b>100</b>	<b>\$571,908</b>	<b>100</b>

*The estimated additional salary costs consist of the cost of additional faculty to be hired in the first, second, and fourth years and salary raises for existing faculty to deal with the problem of salary compression resulting from new hires at market rates. The estimated amount for the new hire in the first year is \$70,000 and will increase by 5% in subsequent years. The estimated amount for salary increases in year one is \$25,000. To adjust for inflation, all values are increased by 5% annually. The Support Personnel expense is for a secretary/administrative assistant to the department head and a computer lab supervisor. An assumed related benefits rate of 26% is applied to all salaries.*

*The additional amounts for Facilities and Equipment are the same as for the total budget. Travel is \$3,000 per is increased by 5% and for additional faculty members in subsequent years. It is assumed that 75% of the total amounts for Supplies and Library Resources are additional amounts due to the new ENTR program.*

### **STAFF ANALYSIS**

The staff commends the faculty and administration of SUNO for the development of a coherent and comprehensive proposal for a proposed new B.S. in Entrepreneurship. That being said, there remains much work to be done to ensure the appropriate implementation and development of this program, leading to AACSB accreditation by Fall, 2011. The following staff comments are, therefore, relevant:

1. The proposed curriculum appears appropriate and curricular recommendations/suggestions by external reviewers have been incorporated.
2. Expectations for future faculty needs are not fully justified. It appears to staff that with careful scheduling and appropriate course assignments, that two additional faculty additions should suffice, probably in one each in Years 2 and 3 of the program. Further, it is not clear that these two additional faculty should be considered wholly new positions. Without an accounting from the University as to the disposition of pre-Katrina faculty positions across now reduced program offerings, it would appear that some of those positions in terminated program areas could be moved to the College of Business to support this new venture.

3. The staff agrees that former support staff positions should be reinstated.
4. Facilities/equipment needs have not been presented within the context of overall redevelopment of the campus. It does not appear reasonable to finitely decide on facility/equipment needs for this program without considering how such needs would coordinate with similar requirements for all other SUNO programs and services.
5. Expectations for new library, travel, and supply resources are reasonable.
6. SUNO appropriately does not anticipate any additional student revenue because the proposed Entrepreneurship program is a replacement for former Business Administration and Accounting degrees.
7. No effort was made by the University to apportion new costs across other likely sources of revenue (i.e., FEMA, state and private insurance reimbursements, etc.) Instead, the University suggests that all such costs should be absorbed through enhanced state funding. This is neither appropriate nor likely. Further, given the impact that such a degree will have upon the community, some appropriate level of external support should also be included in the budget.

Accordingly, while the staff recommends conditional approval for this program with implementation beginning Fall, 2006, a broad stipulation which ensures ongoing program implementation consistent with AACSB accreditation requirements, careful analysis and assessment of projected program costs, and the development of appropriate funding plans is needed.

#### ***STAFF RECOMMENDATION***

***The staff recommends that the Academic and Student Affairs Committee grant conditional approval for the proposed B.S. program in Business Entrepreneurship (CIP Code 52.0701) at Southern University-New Orleans, beginning Fall 2006. Prior to program implementation, University administrators shall meet with Mr. Donnie Vandal, Deputy Commissioner for Finance and Administration, and Mr. Gerard Killebrew, Associate Commissioner for Academic Affairs, to discuss immediate funding needs and sources of such funding for the first year of program operations. The primary foci of these discussions shall be resource issues directly related to required AACSB program accreditation and efforts by the University to afford such resources within existing state funding. Thereafter, beginning June 1, 2007 and on that same date until AACSB program accreditation has been achieved, an annual report addressing these concerns shall be sent to Mr. Vandal and Mr. Killebrew and necessary follow-up meetings scheduled to resolve any outstanding issues.***